



# Behavior Change Frameworks



**AFRICA LEDSP**  
Partnership


Advancing climate-resilient low  
emission development in Africa



**GREEN GROWTH**  
Knowledge Platform

# Truth Time

- Who ate more at the breakfast buffet than they wanted to?
- Who did not wash their hands with soap before breakfast?

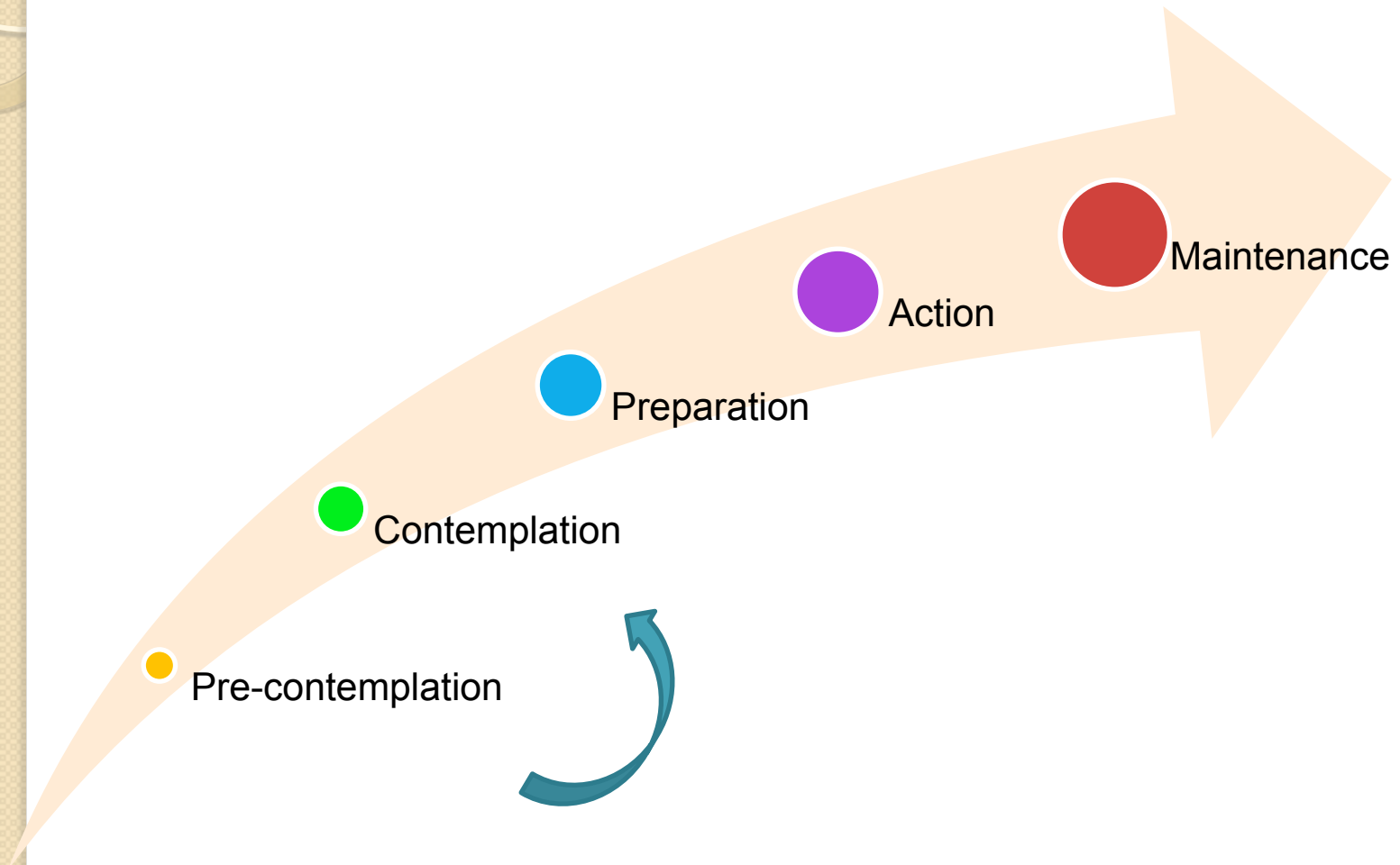


*You can't change someone's behavior unless  
you understand the factors that influence  
them!*

# Behavior Change Frameworks

- Help understand behaviors
- Can be adapted across populations and behaviors
- Inform program design so that interventions can be more effective

# Stages of Change (Prochaska and DiClemente)



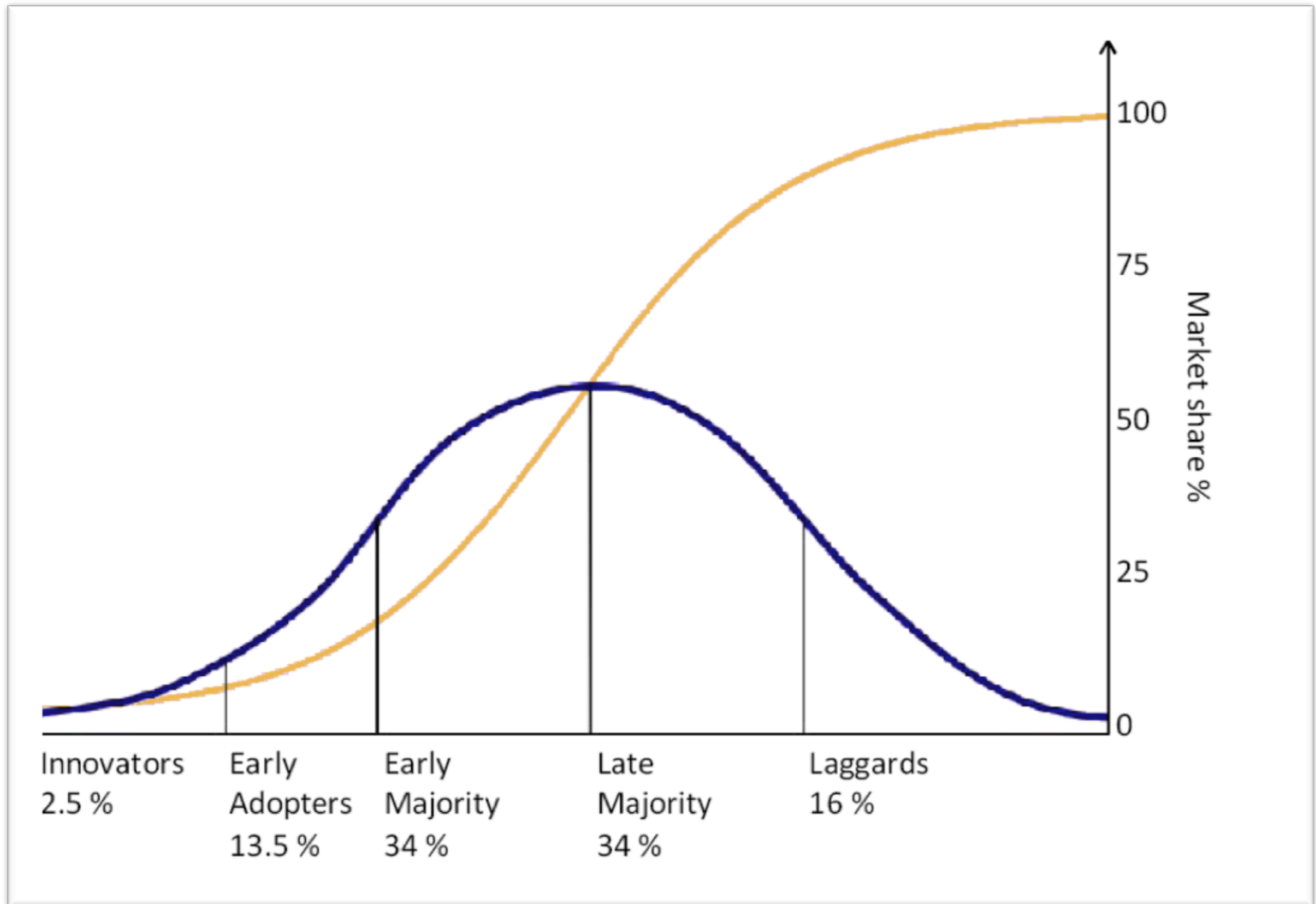
# Igniting Contemplation Through Community-Led Total Sanitation



# Spirals of Change



# Diffusion of Innovation





# Characteristics Of An Innovation (Rogers)

- Relative advantage
- Compatibility
- Simplicity
- Trialability
- Observability/visibility to others

# Mobile Phones Against Diffusion Criteria

Relative advantage	Over landlines: ease of access, affordability, portability
Compatibility	Local brands Diverse payment plans
Simplicity	Basic, entry level models
Triability	Low cost SIM cards Pay As You Go Phone kiosks
Observability	Portability



# Pause:

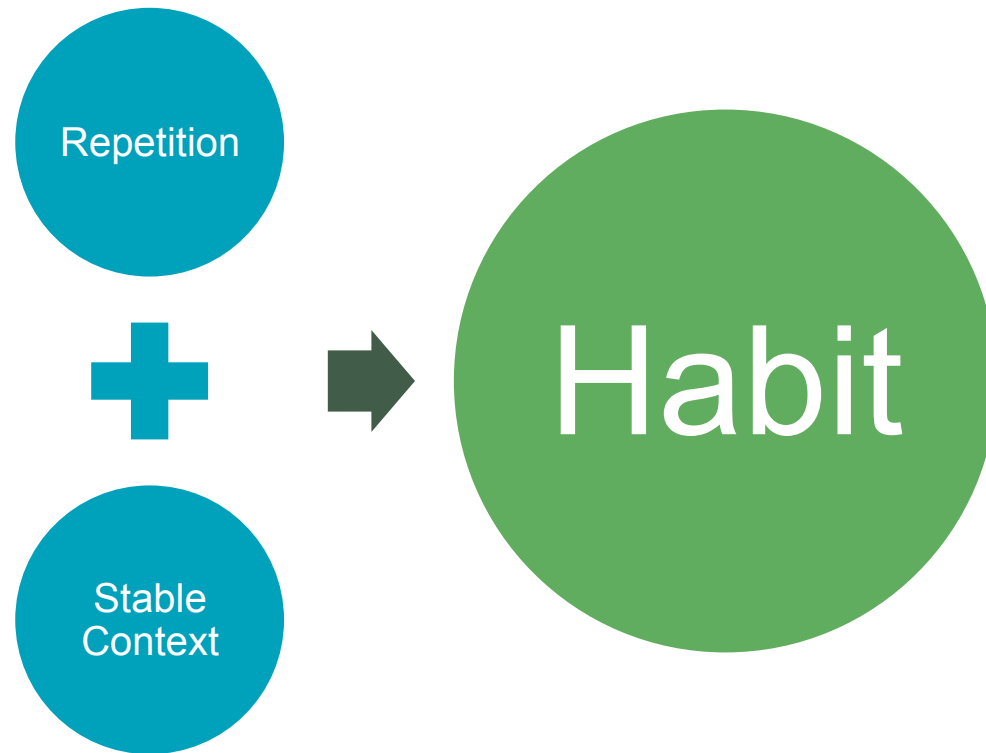
## How Do Clean Cookstoves Rate Against Diffusion Criteria?

---

Relative advantage	
Compatibility	
Simplicity	
Trialability	
Observability	



# Habit Formation



Verplanken & Wood (2006)

# Habit Formation (2)

Implementation  
Intentions  
(conscious)

Repetition in  
stable context

Behavior  
relegated to  
cues/prompts  
(automatic)

Verplanken & Wood (2006)

# FOAM

## Focus

Target  
behavior

Target  
population

## Opportunity

Access/  
availability

Product  
attributes/  
benefits

Social norms

## Ability

Knowledge

Social support

Roles/  
decisions

Affordability

## Motivation

Beliefs & attitudes

Emotional/physical/  
social drivers

Perceived threat

Competing  
priorities

Intention

Outcome  
expectations

# FOAM

- **Focus:** desired behavior and target populations
- **Opportunity:** institutional, environmental or structural factors
- **Ability:** individual's skills and proficiency
- **Motivation:** drives, wishes, urges, or desires

# Focus: Women Adopting Clean Cookstoves

## OPPORTUNITY

### Access & Availability

e.g. How far do I need to travel to Buy the Stove? Where can I get fuel?

### Social Norms

e.g. What do most of my friends use? What stoves Are considered normal?

### Product Attributes

e.g. How quickly will it cook my meal

## ABILITY

### Knowledge

e.g. The smoke From my stove will Cause respiratory infections.

### Social Support & Influence

e.g. What will my Mother in law think??

### Roles & Decisions

e.g. who in the HH decides?

### Affordability

e.g. Can I pay by installments

## MOTIVATION

### Attitudes and Beliefs

e.g. There will be More mosquitoes Indoors

### Drivers

e.g. Will I feel like A better mother if I use this cookstove? Will my social stat go up?

### Intention

e.g. I am setting aside money to get a new stove

### Competing Priorities

e.g. Should I get A cell phone instead?


### Perceived Threat

e.g. Can I die From the smoke?.



# FOAM IT!

1. Buying an asset such as gold that could be later sold was viewed as the best way to spend extra money when it is available.
2. Respondents stated that smoke from their cookstove is beneficial because it chases flies and mosquitoes away.
3. Over  $\frac{3}{4}$  of the respondents overestimated the cost of a clean cookstoves by at least 100%.
4. The vast majority of respondents interviewed had no plan to change their cookstove in the next year.
5. Few female heads of household could count on their spouses to get the fuel.
6. Most women interviewed do not believe one cookstove can do all the things they need to get done.
7. Saving time was viewed as the most important characteristic of a cookstove.
8.  $\frac{3}{4}$  of respondents strongly agreed/agreed with statement that “having a new cookstove will make me feel like a first class citizen”.
9. The most commonly available improved cookstove in the district represented over  $\frac{1}{4}$  of what an average household spends in a year.
10. Fewer than half of the women interviewed felt confident they could use the clean cookstove correctly.
11. For many women interviewed, being a good host to visiting friends and relatives meant being able to cook large quantities of food in a short time.
12. Almost 8 of 10 of the respondents said they would need to travel 30 minutes to get to a market stall that sells improved cookstoves.
13. How fast a cookstove can bring water to boil was mentioned as being “very important” by 40% of the women interviewed.

- 
- **Tables 1 and 2: Statements 1-7**
  - **Tables 3 and 4: Statements 8 -15**

# Socio-Ecological Model

